



# Customer Insights: Top Countries, Cities and Key Customers

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# Business Context & Objectives



## Context:

We aim to understand where our customers are located and identify regions, cities, and individuals that significantly contribute to our business.



## Why This Matters:

Helps target marketing campaigns and operational efforts more effectively.  
Supports building strong relationships with key customers.  
Provides insights for expanding in underperforming regions.



## Key Areas of Focus:

Top countries by customer count and revenue  
Key cities driving business within those countries  
Customers contributing the most revenue



## Objectives:

Highlight trends in customer distribution  
Identify opportunities for growth  
Inform strategic decision-making

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# Initial Data & Approach



## Data Overview:

Film Table has 1,000 entries

- All movies were released in 2006
- Rental Duration: 3 days minimum, 7 days maximum, 5 days on average
- Rental Rates: Range from \$0.99 to \$4.99 with an average of \$2.98
- Most common rating is PG-13



## Why does this matter?

Provides insight into customer preferences and rental behaviors

Helps analyze trends in customer geography



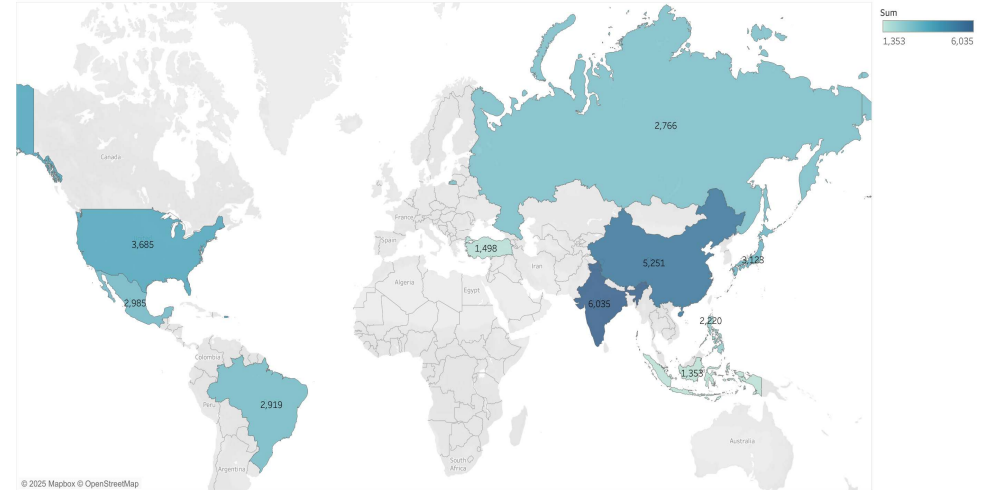
## Analytical Approach:

Identifying top-performing countries and cities

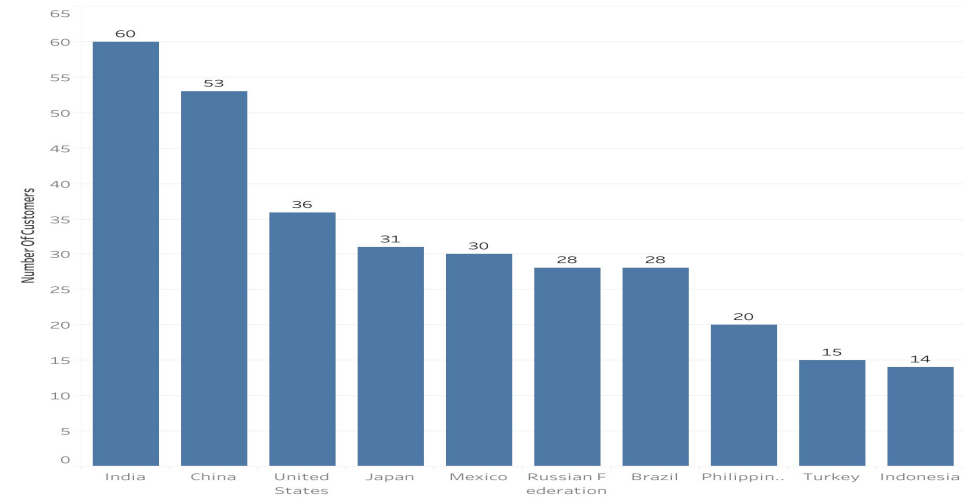
# Top 10 Countries by Customers & Revenue

- Key findings:
  - India, China and the United states had the most revenue and the largest number of distinct customers
- Key Insights:
  - The top 10 countries contributed to 52% of total revenue.

Top 10 Countries with the most revenue



Number of Distinct Customers in the top 10 Countries



## Top 10 Cities with the Most Customers

- The United States, Philippines, and India account for 9 of the top 10 cities.
- The top city is in the US followed by a city in Brazil.

CITY	COUNTRY	NUMBER OF CUSTOMERS	REVENUE
Cape Coral	United States	1	208.58
Santa Brbara dOeste	Brazil	1	194.61
Memphis	United States	1	167.67
Tanza	Philippines	1	166.61
Valparai	India	1	162.67
Santa Rosa	Philippines	1	161.68
Aurora	United States	2	159.58
Tanauan	Philippines	1	156.66
Halisahar	India	1	154.70
Bijapur	India	1	154.66

## Top 5 Customers by Revenue Contribution

- Three of the top 5 do not live in the top 10 countries.
- Eleanor Hunt from Saint-Dennis Runion, spent the most renting videos (211.55).

Top 5 Customers





# Conclusion & Recommendations

- Summary:
  - India, China, and the United States are critical revenue-driving regions.
  - Our customer base isn't limited to specific countries, as evidenced by the diverse locations of our top 5 customers.
- Recommendations:
  - Target marketing in dominant cities/countries.
  - Strengthen relationships with high-value customers



## Next Steps & Questions

- Next Steps:
  - Deeper analysis on market trends.
  - Detailed analysis on rentals and customer preferences/behaviors.
- Open to any questions or feedback.